

Military Circle / Military Highway Urban Development Area PRESENTATION

FEBRUARY 29, 2016



VISION



DRAFT VISION

PRESENTATION OVERVIEW

1 What is this Project?

2 Background

3 Alternatives

4 Draft Vision for the Future

5 Your Input! (Open House Format)

WHAT IS THIS PROJECT?

- This study is funded by a **grant** (from Virginia Office of Intermodal Planning & Investment)
- The grant is intended to help plan **Urban Development Areas:**
 - Designated Growth Areas in the Comprehensive Plan
 - Places for Traditional Neighborhood Design:
 - Walkable
 - Mixture of uses
 - Travel choices
- Opportunity for Norfolk to develop a **vision for the future** of the Military Circle / Military Highway area

No City Funds
Expended

Purpose is Good
Planning

Opportunity to
Develop a Vision



WORK PROGRAM

12 month process:

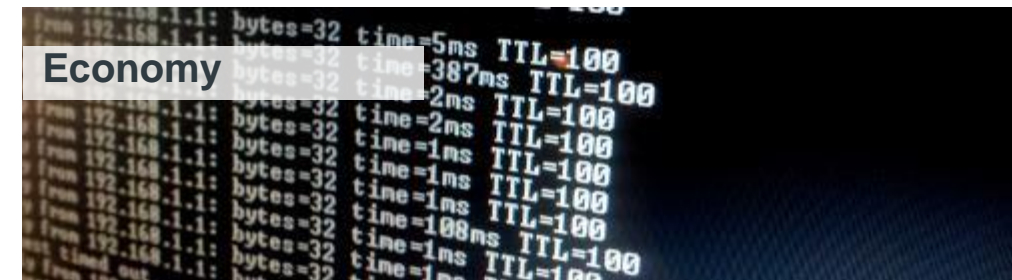
WHERE WE ARE IN THE PROCESS



WHY DO WE NEED A NEW VISION FOR THIS AREA?



CHANGING:



Dominant Age Groups in America



Boomers (1946-64)
Millennials (1983-01)



Say affordable & convenient transportation
ALTERNATIVES TO THE CAR are at least somewhat important in deciding where to **LIVE AND WORK**

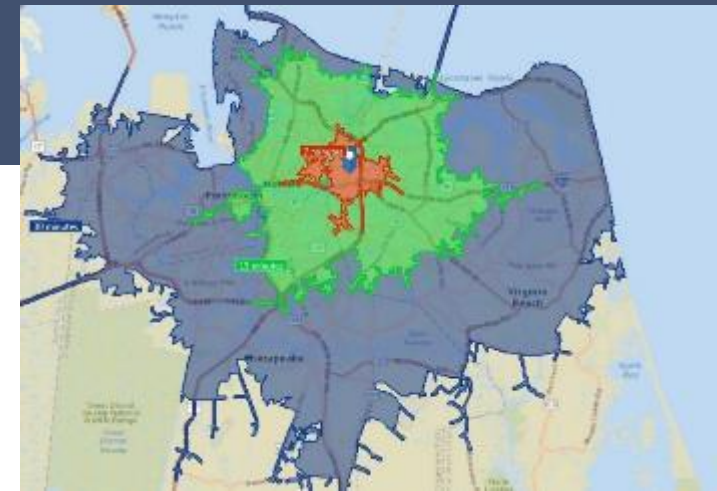


81% of Millennials



77% of Active Boomers

Local Trends & Projections



GROWTH

500-1,000 annual net housing growth in Norfolk recently

source: City Permit data

PROSPERITY

In the combined market area, households earning over \$75,000 per year are forecasted to go from **36% to 53%** of the total

source: Woods & Poole projections

CHANGE

Market Area becoming more **AFFLUENT** – more **FAMILIES & EMPTY NESTERS**

LONG TERM RESILIENCE

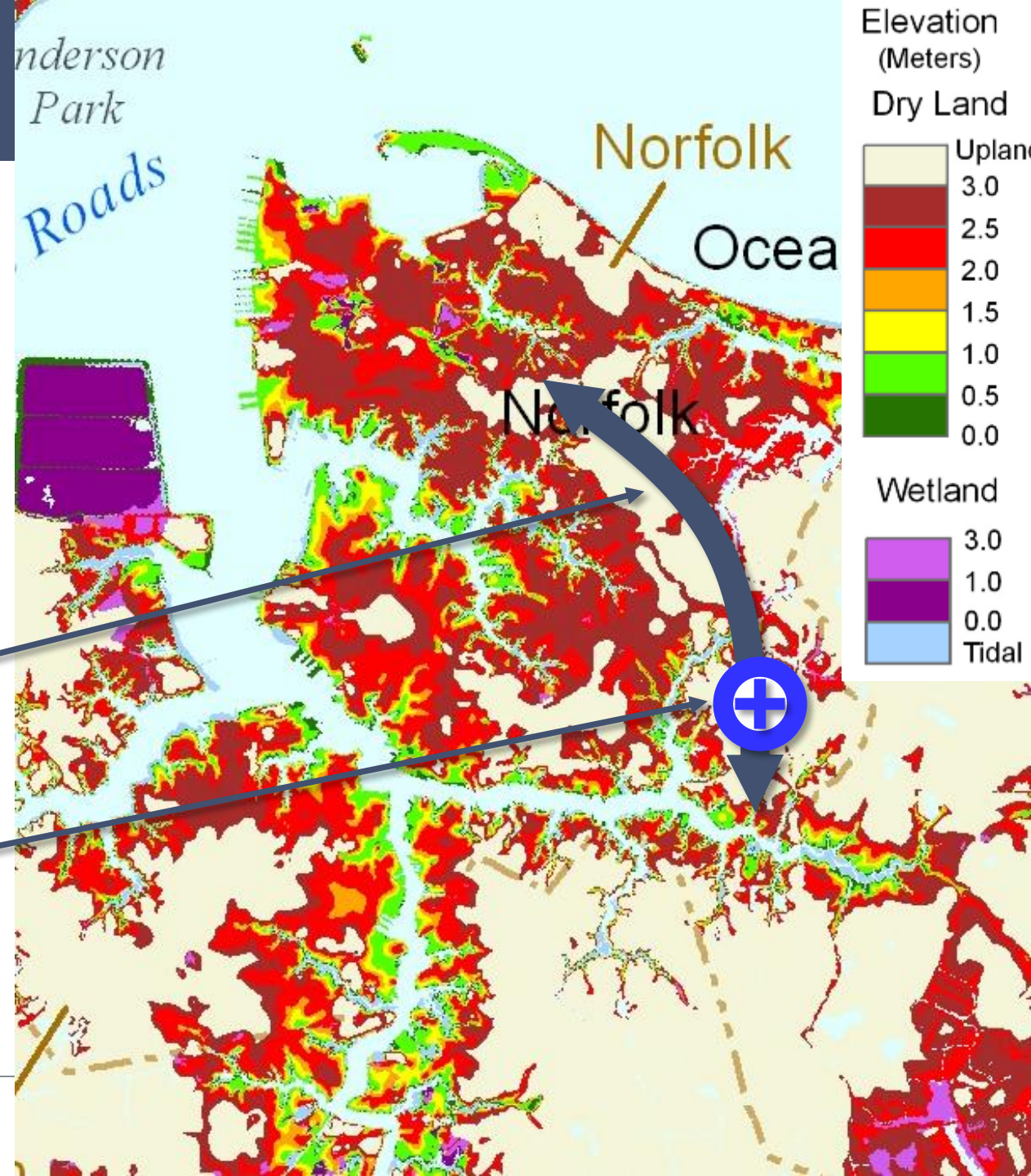


SPINE OF HIGH
GROUND

PROJECT AREA

Lighter areas on map
projected to be safer
from recurrent flooding

Source: [Sea Level Rise Maps for Virginia](#)



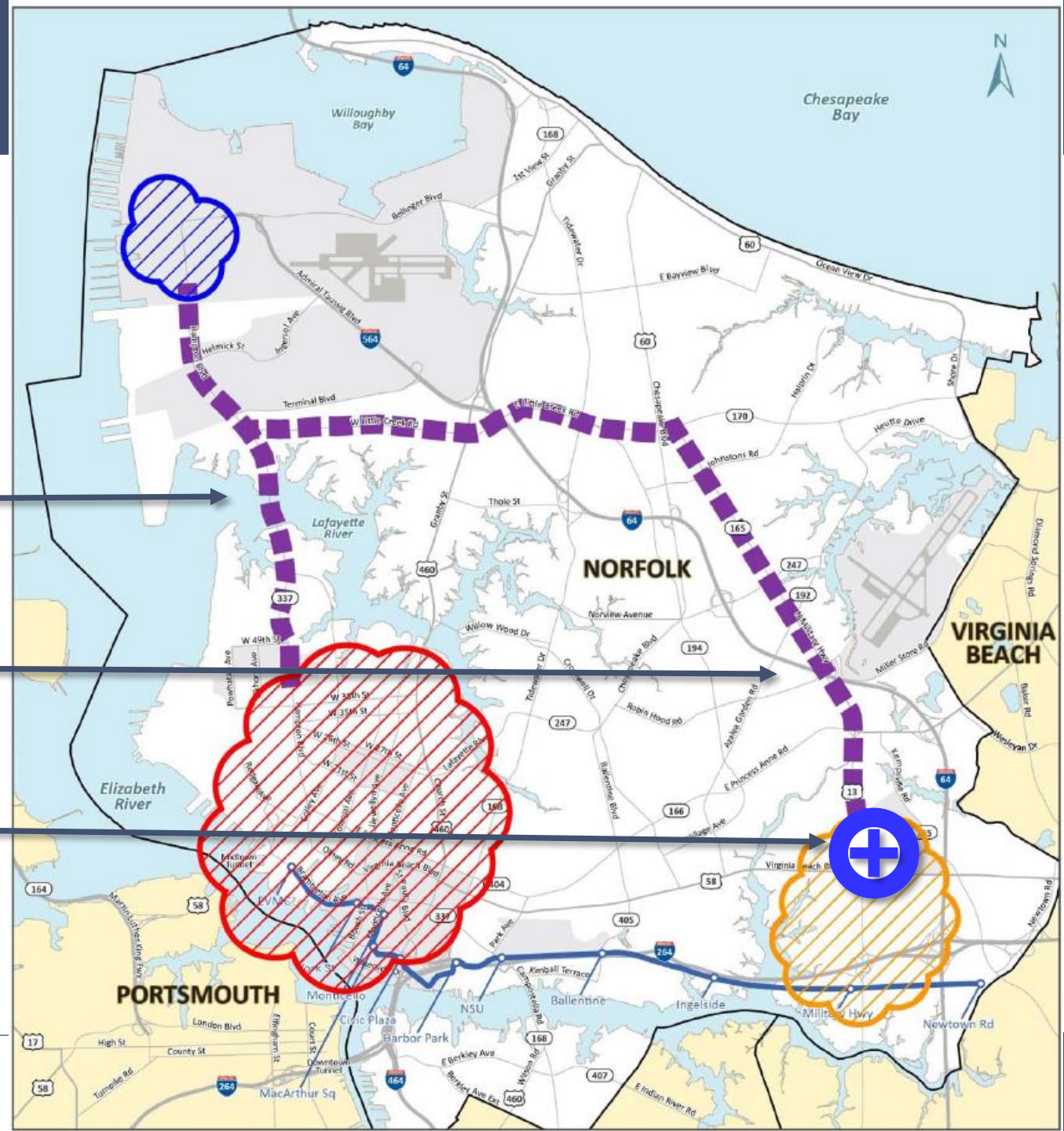
POTENTIAL TRANSIT CORRIDORS

WESTERN ALIGNMENT

EASTERN ALIGNMENT

PROJECT AREA

Source: Draft Final Report - Naval Station Norfolk
Transit Extension Study



WHAT IS TRANSIT ORIENTED DEVELOPMENT?

The value of property rezoned for TOD has shown an annualized increase of

36%-143%

BENEFITS OF TOD

ECONOMIC DEVELOPMENT



TOD



LIVABLE COMMUNITIES



TRAVEL CHOICES

Alexandria



Norfolk



Virginia Beach



BACKGROUND – WHERE WE’VE BEEN



INPUT SO FAR

PUBLIC

ADVISORY
COMMITTEE

STAFF

STAKEHOLDERS/
CIVIC LEAGUES



September 28th Public Meeting - 111 attendees – 87 Norfolk residents

GOALS

PROJECT GOALS

INCREASE SAFETY & SECURITY	REVITALIZE SURROUNDING AREA	BUILD FOR RESILIENCE	CONNECT & UNIFY THE AREA	ATTRACT ECONOMIC DEVELOPMENT
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PROCESS GOALS

DON'T SIT ON A SHELF	BE TRANSPARENT	BE SUSTAINABLE	BE INCLUSIVE
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IDEAS FOR 'BRANDING'

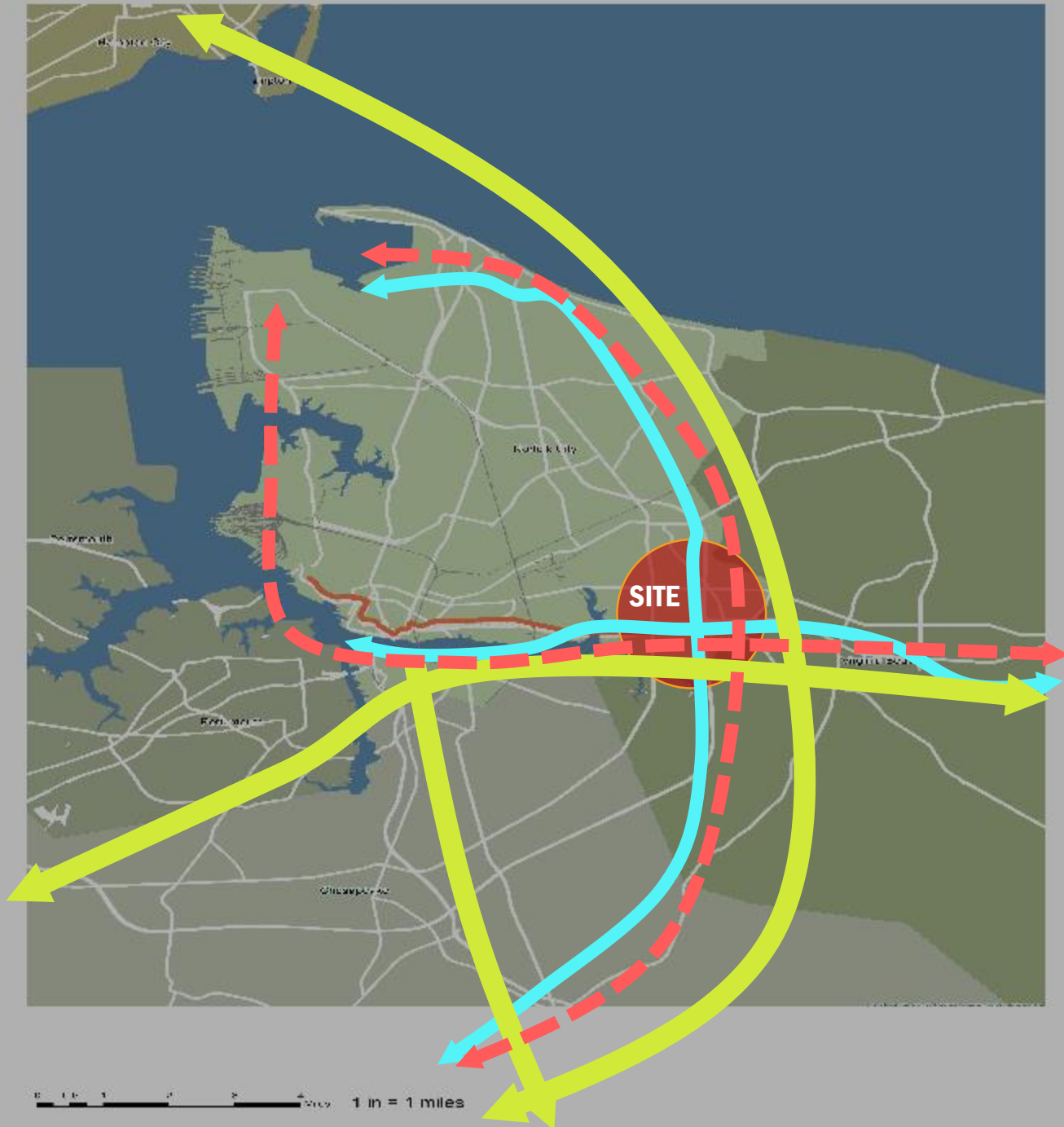
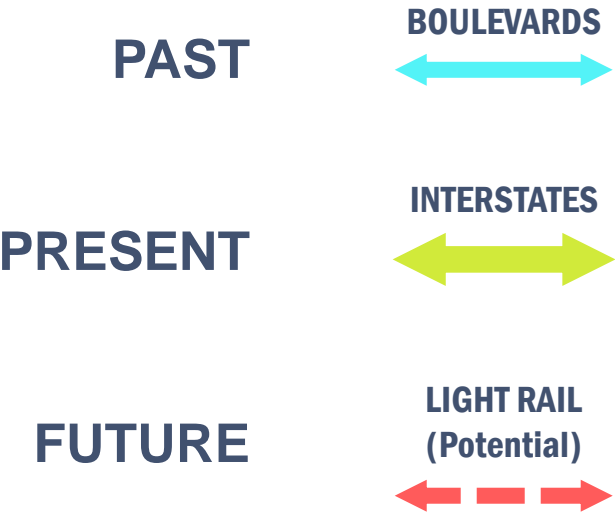


ALTERNATIVES



REGIONAL TRAVEL MARKETS

the crossroads of
the Region:

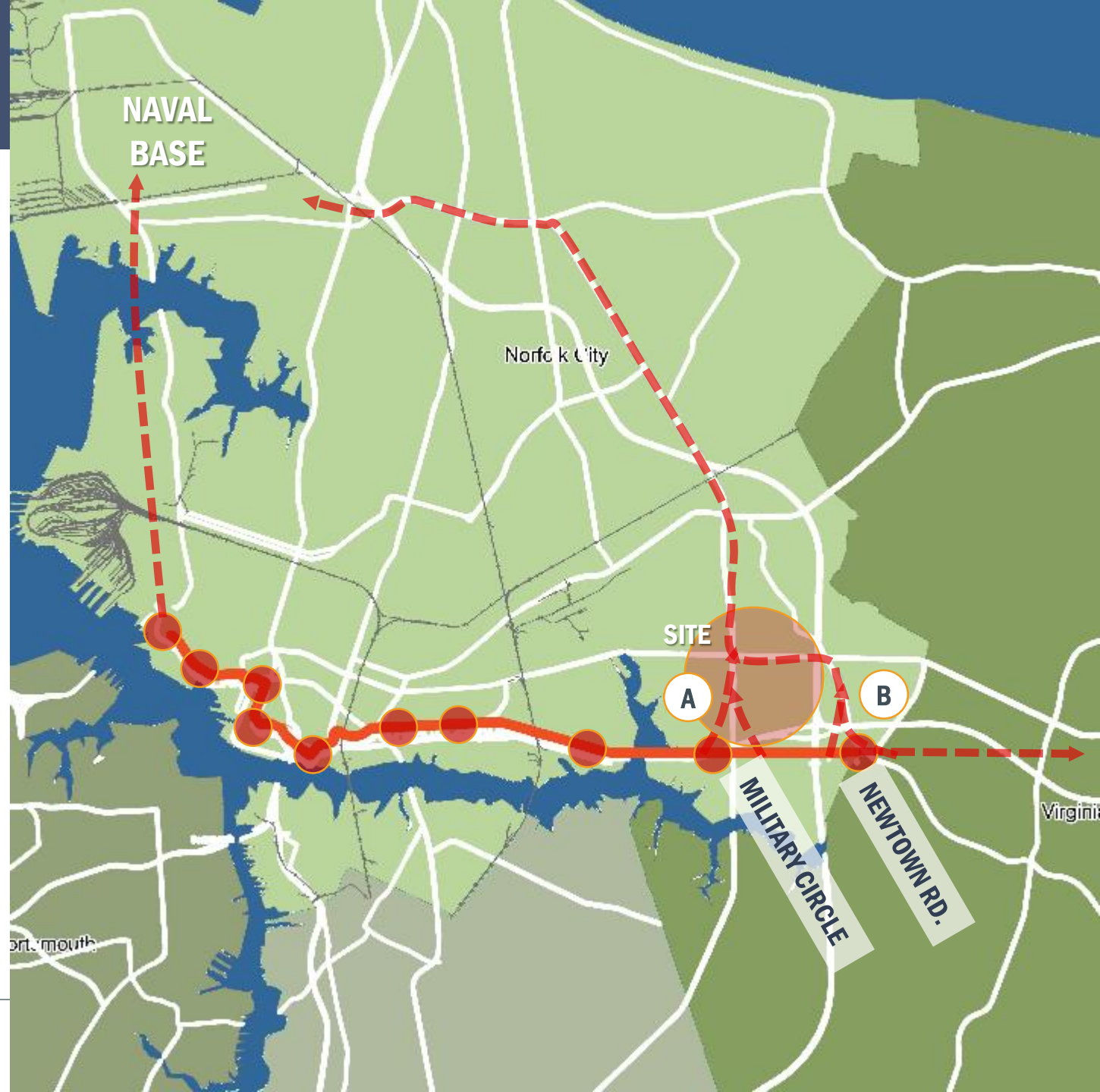


LIGHT RAIL OPTIONS

Options from the 2015 Naval Base Study - options may include:

- A** Split off at or near Curlew Dr. Station to follow Military Hwy. (6 & 7a from NSN Study)
- B** Split off at or near Newtown Rd. Station to follow Kempsville Rd. (7b from NSN Study)

Source: NSN Transit Extension study – February 2015



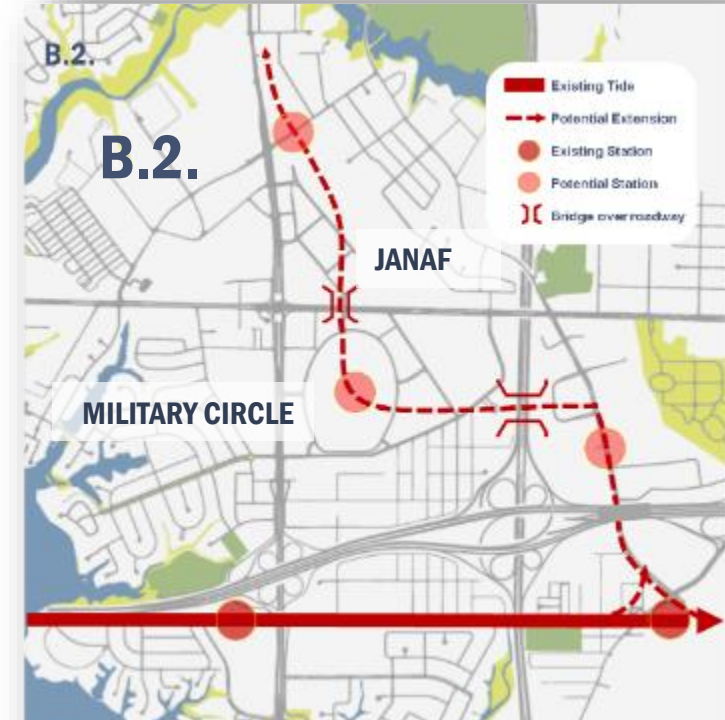
NEW POTENTIAL ALIGNMENTS

Focused on two NEW options because they maximized potential for meeting project goals –

Catalyze economic development through **TOD opportunities**

Connect & **Unify** the Area

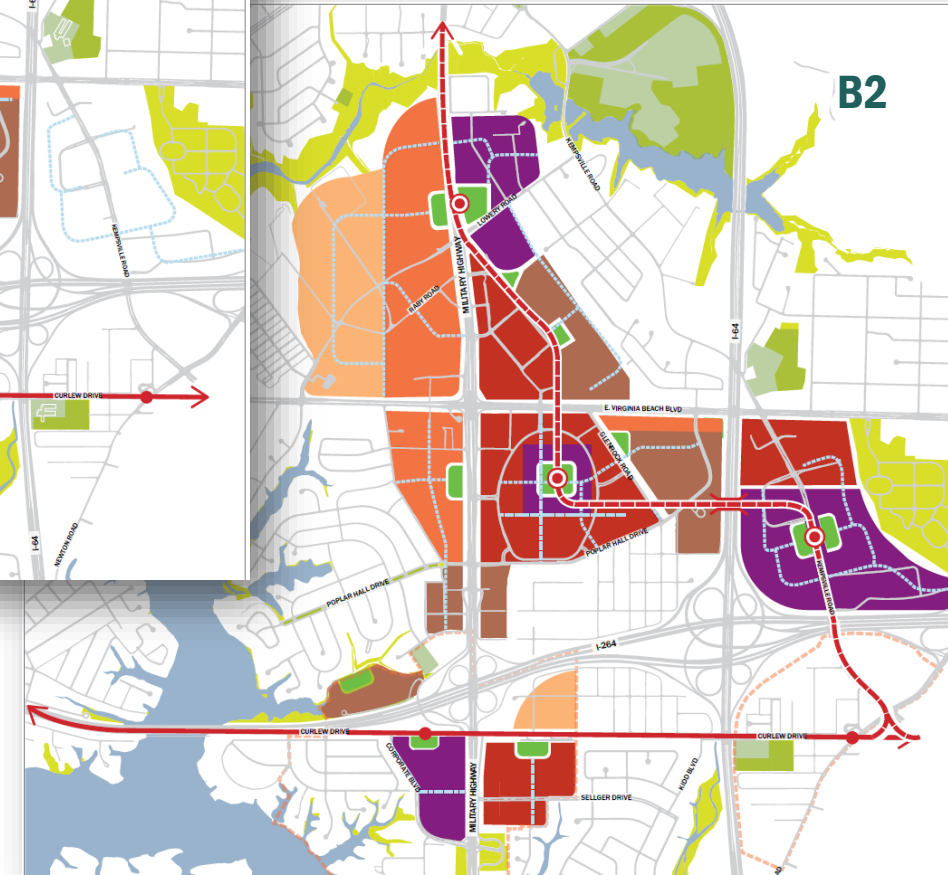
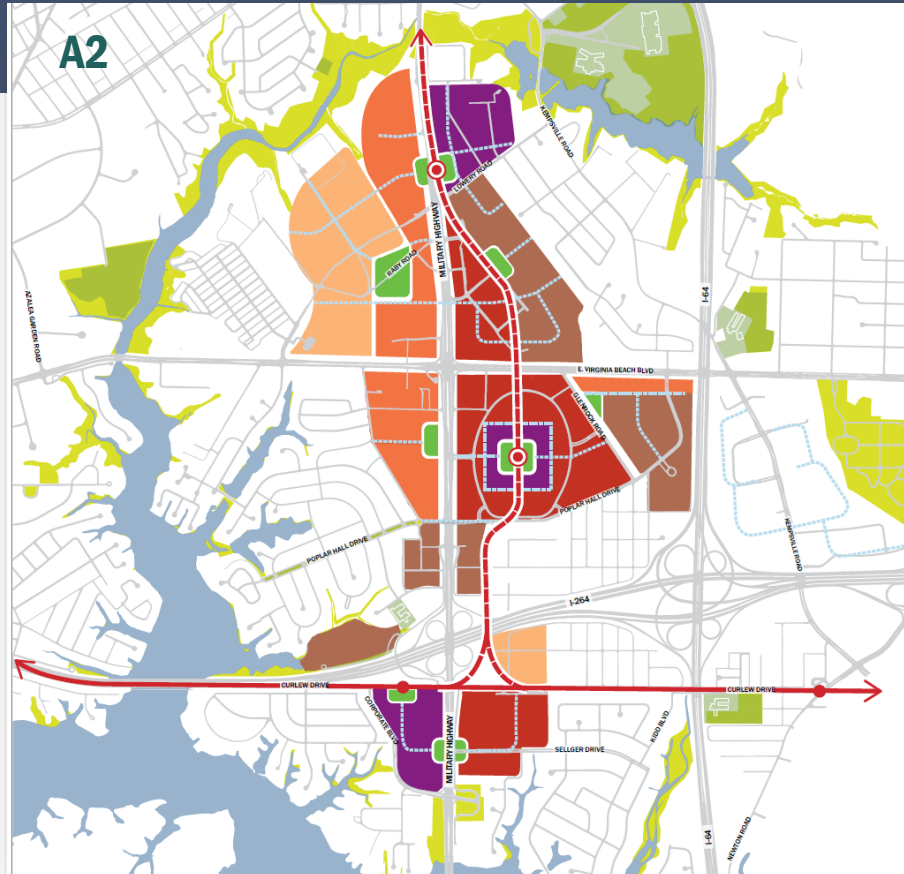
Revitalize Military Circle & JANAF development core areas



LAND USE ALTERNATIVES



**Opportunity to develop new
TRANSIT BOULEVARD**



FROM ALTERNATIVE TO DRAFT VISION

A2

3 Station
Areas =
more TOD
potential

2 Mall areas
+ Hospital =
more
economic
potential

New Transit
Boulevard to
unify the
area

2 Bridges &
1 Underpass

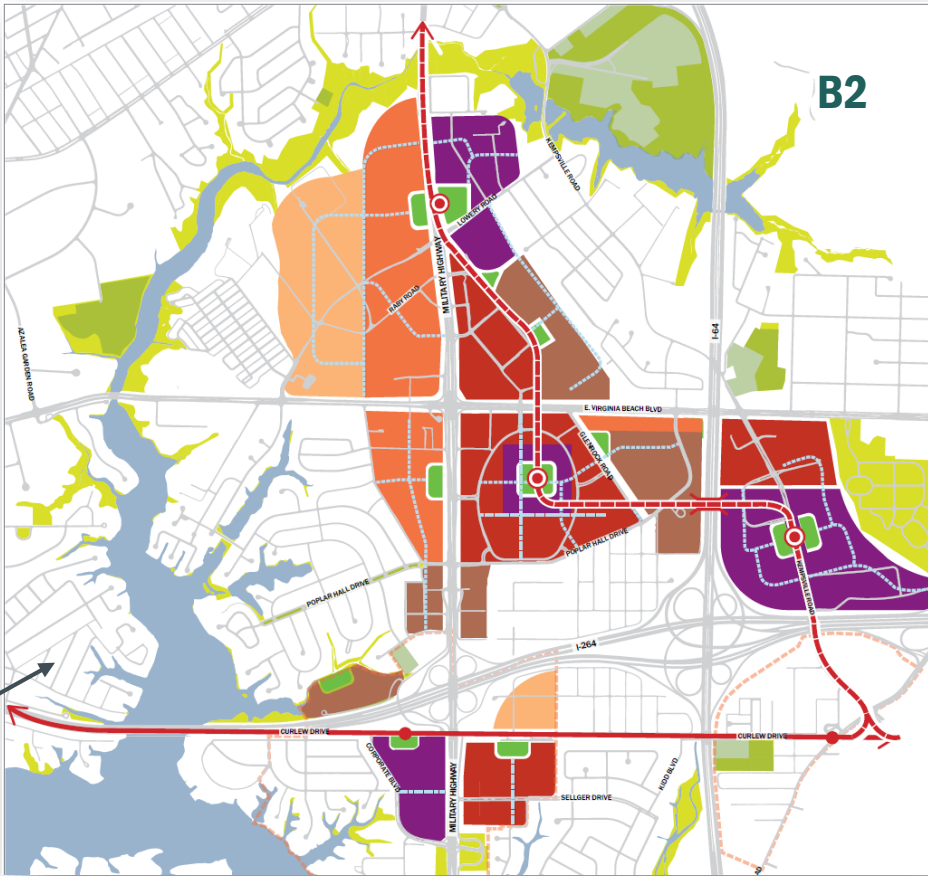
Relies on
new
development
on Mall site

Relies on
Private
Investment

BUILDOUT POTENTIAL

(note Full Buildout may take 40-50 years or more)

Acres	Dwelling Units	Retail Space	Office Space	Institutional Space
852.9	8,136	2,276,263	3,886,280	1,745,890

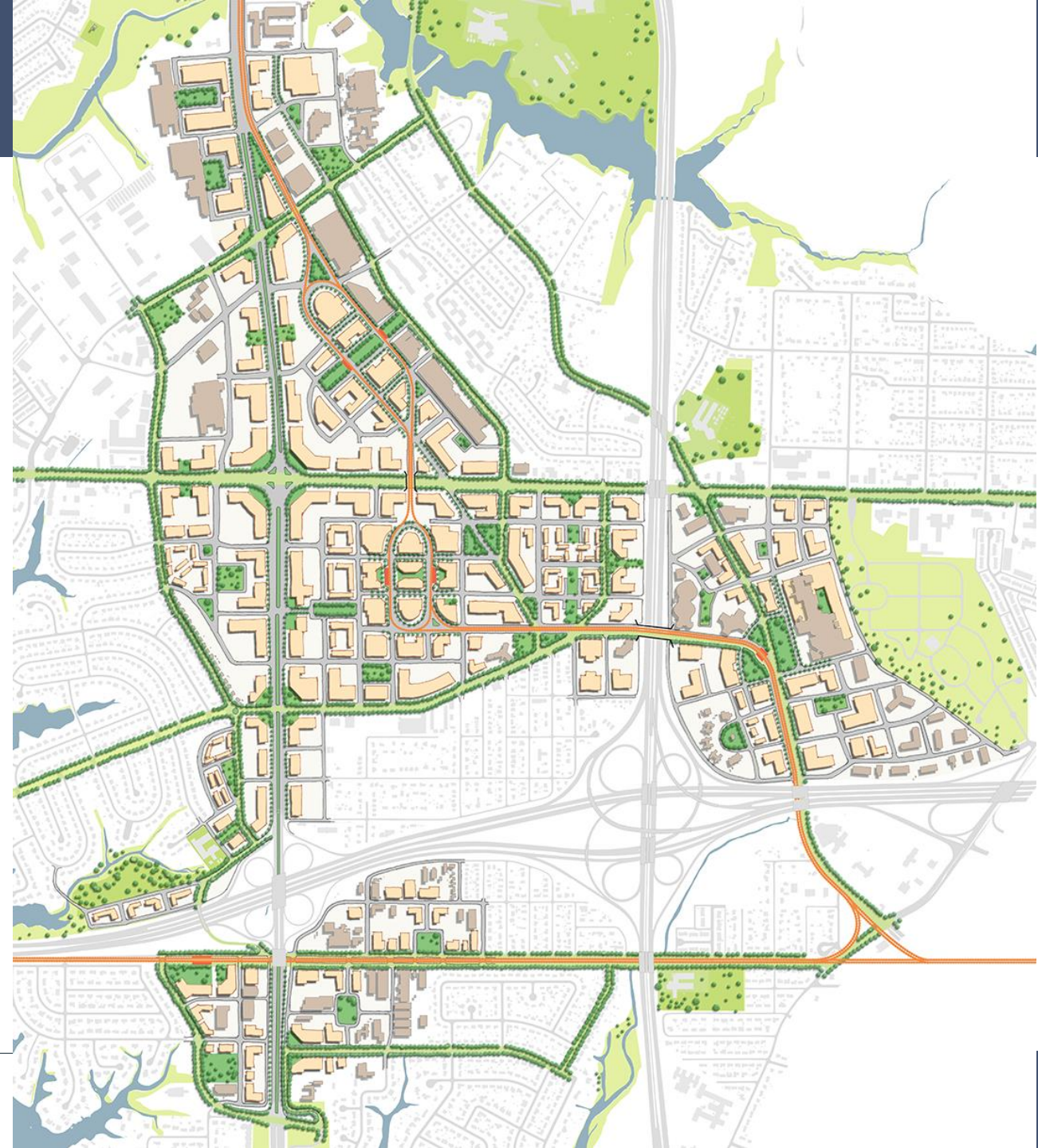


DRAFT VISION FOR THE FUTURE

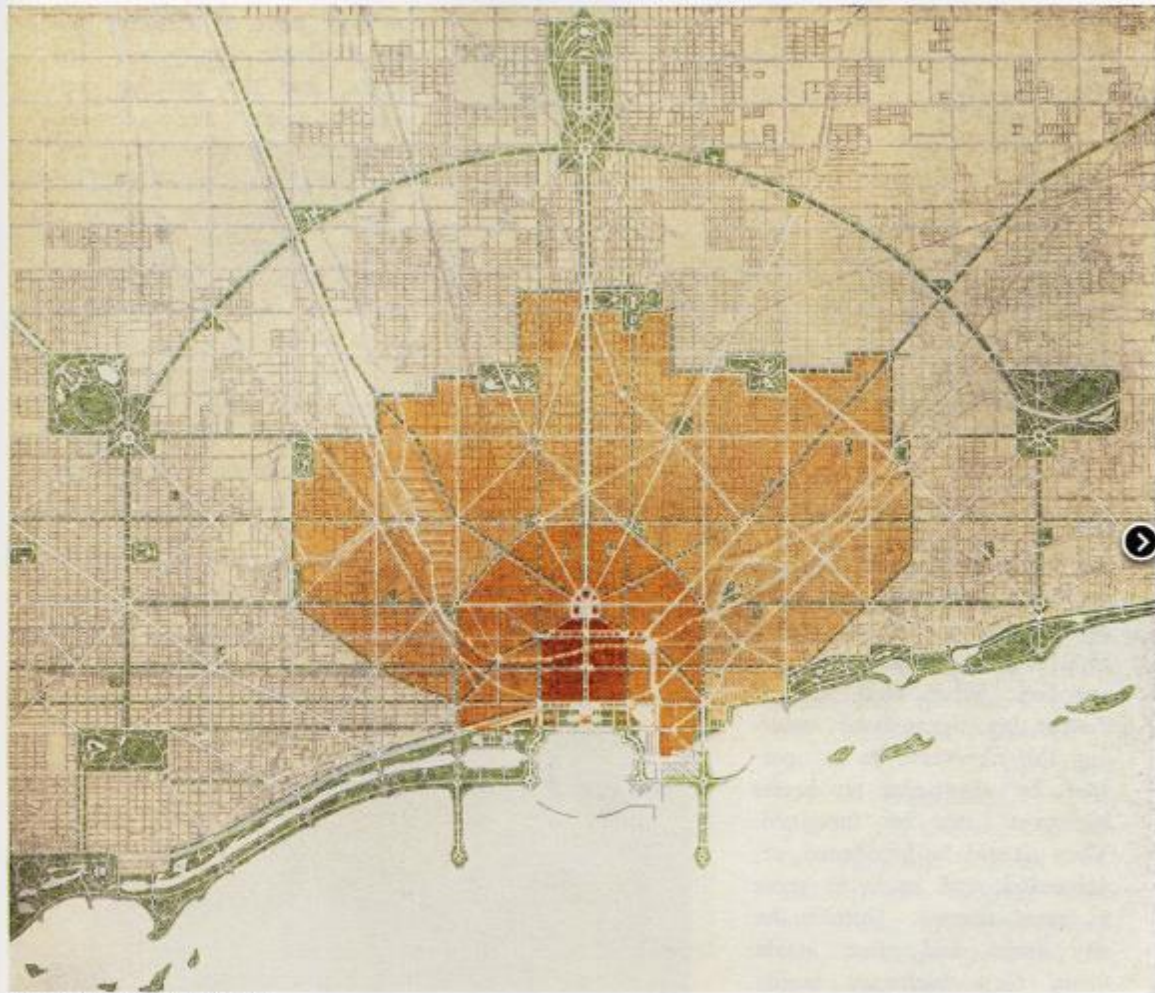


DRAFT VISION

A 50-year Transformation



ADVICE FROM DANIEL BURNHAM:



CIII. CHICAGO. PLAN OF THE CITY, SHOWING THE GENERAL SYSTEM OF BOULEVARDS AND PARKS EXISTING AND PROPOSED.

The boulevards are planned to form a continuous system of circulation; the parks are related closely to the boulevard system, and are located, wherever possible, in connection with them.

Make no little plans

they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency



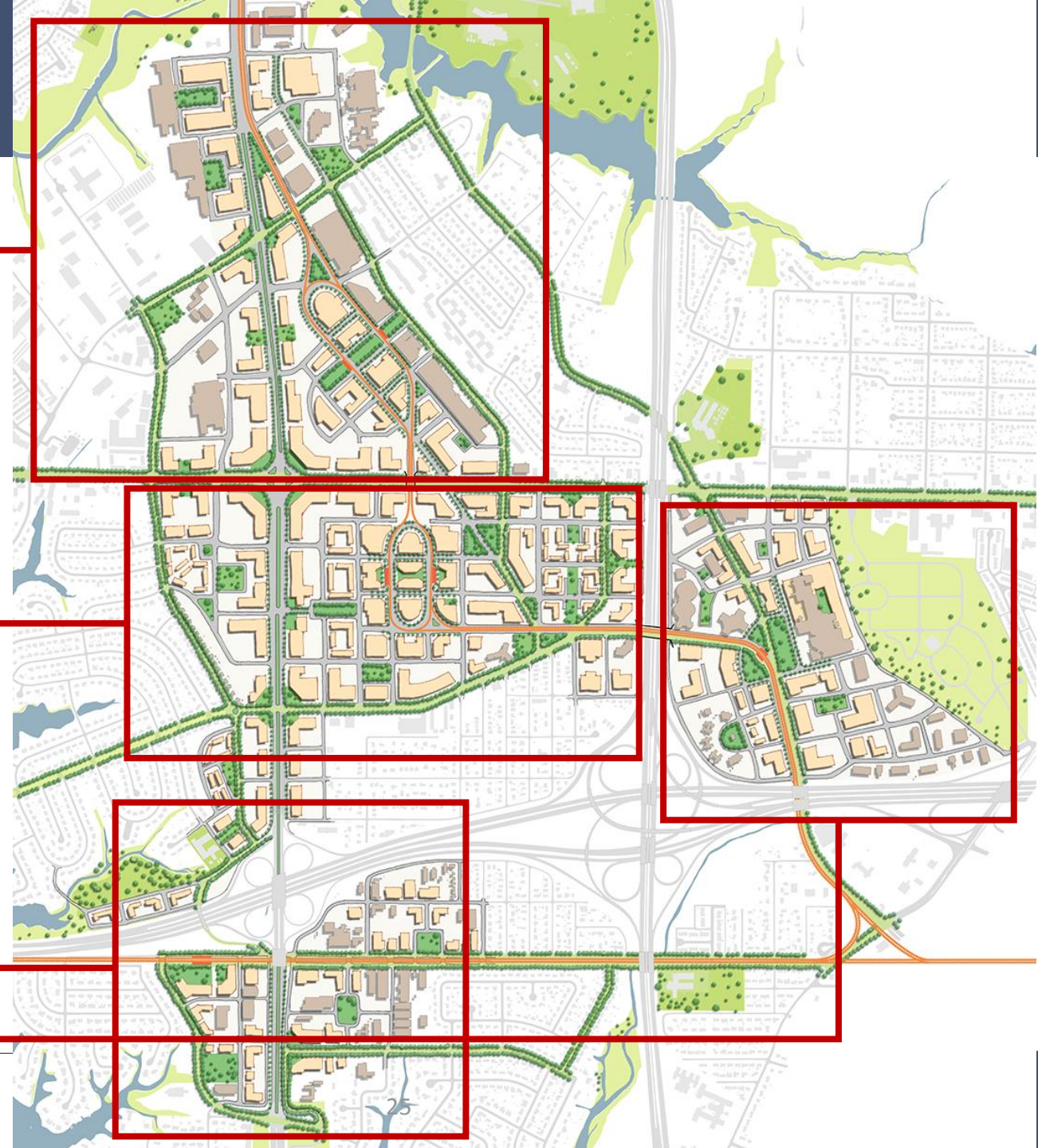
DRAFT VISION

JANAF
Area

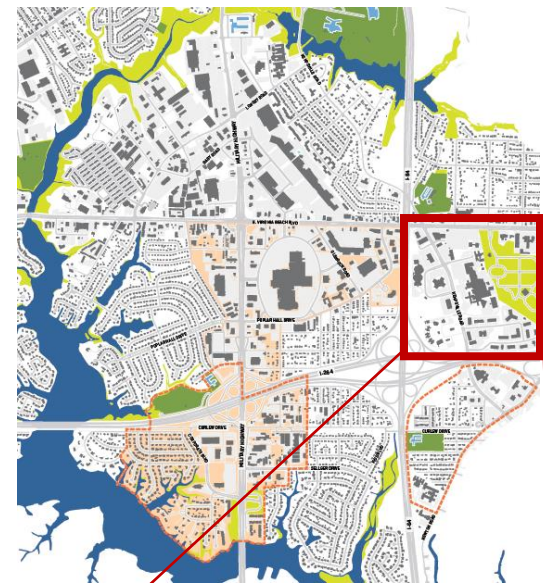
Military
Circle
Area

Curlew
Drive Area

Kempsville
Road Area



DRAFT VISION – KEMPSVILLE ROAD AREA



Potential mixed elderly housing or medical suites

New Light Rail station park/plaza

Existing institutional uses – denser & more walkable in future

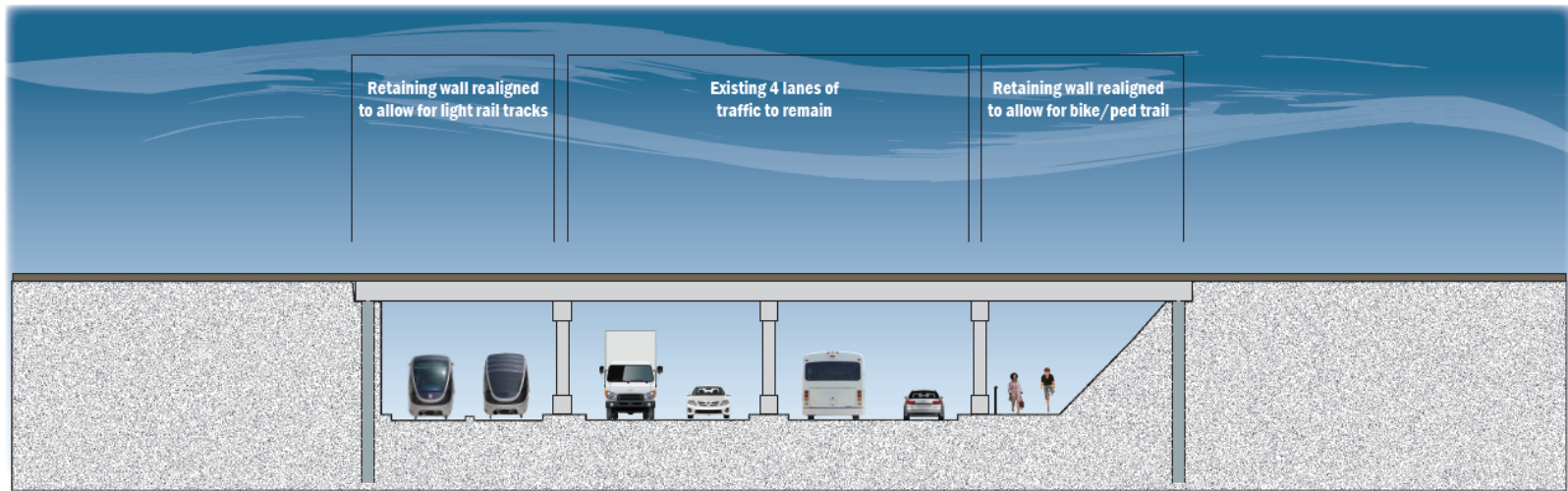
Multi-modal Kempsville Rd. – newly landscaped with Light Rail along west side



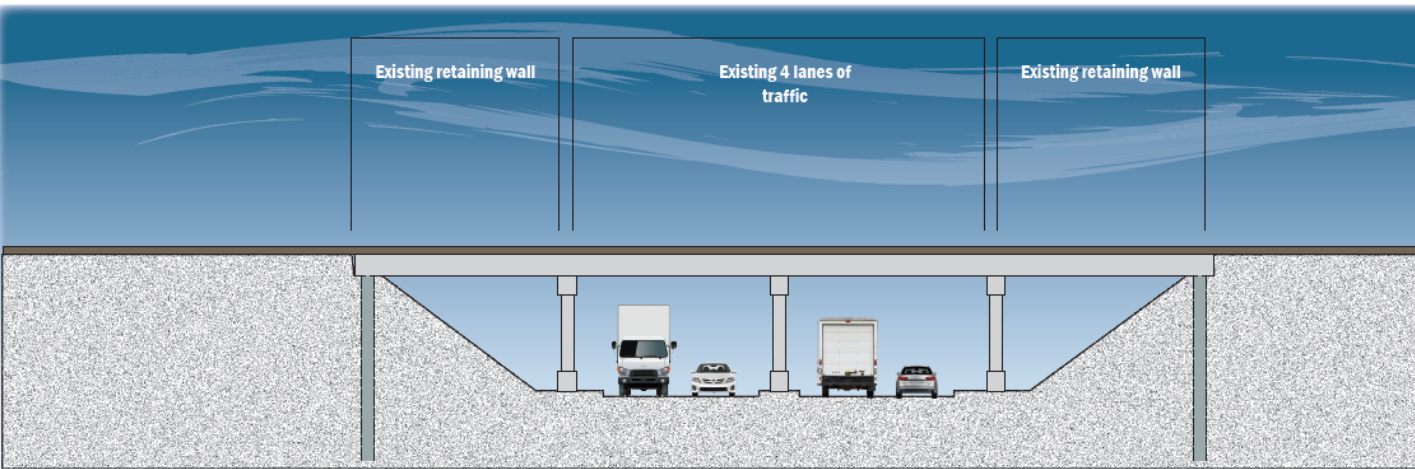
WHAT COULD THIS LOOK LIKE?



KEMPSVILLE ROAD CONCEPT



POTENTIAL REDESIGN TO WIDEN UNDERPASS FOR LIGHT RAIL



EXISTING CONDITION

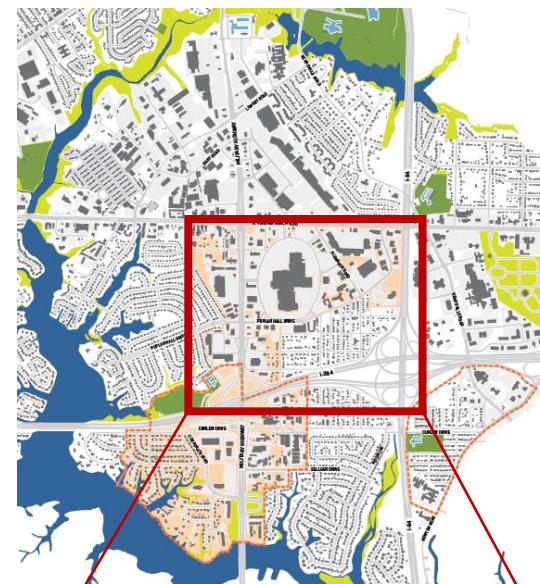
Area that could potentially be expanded to make room for Light Rail



POTENTIAL PHASING



DRAFT VISION – MILITARY CIRCLE AREA

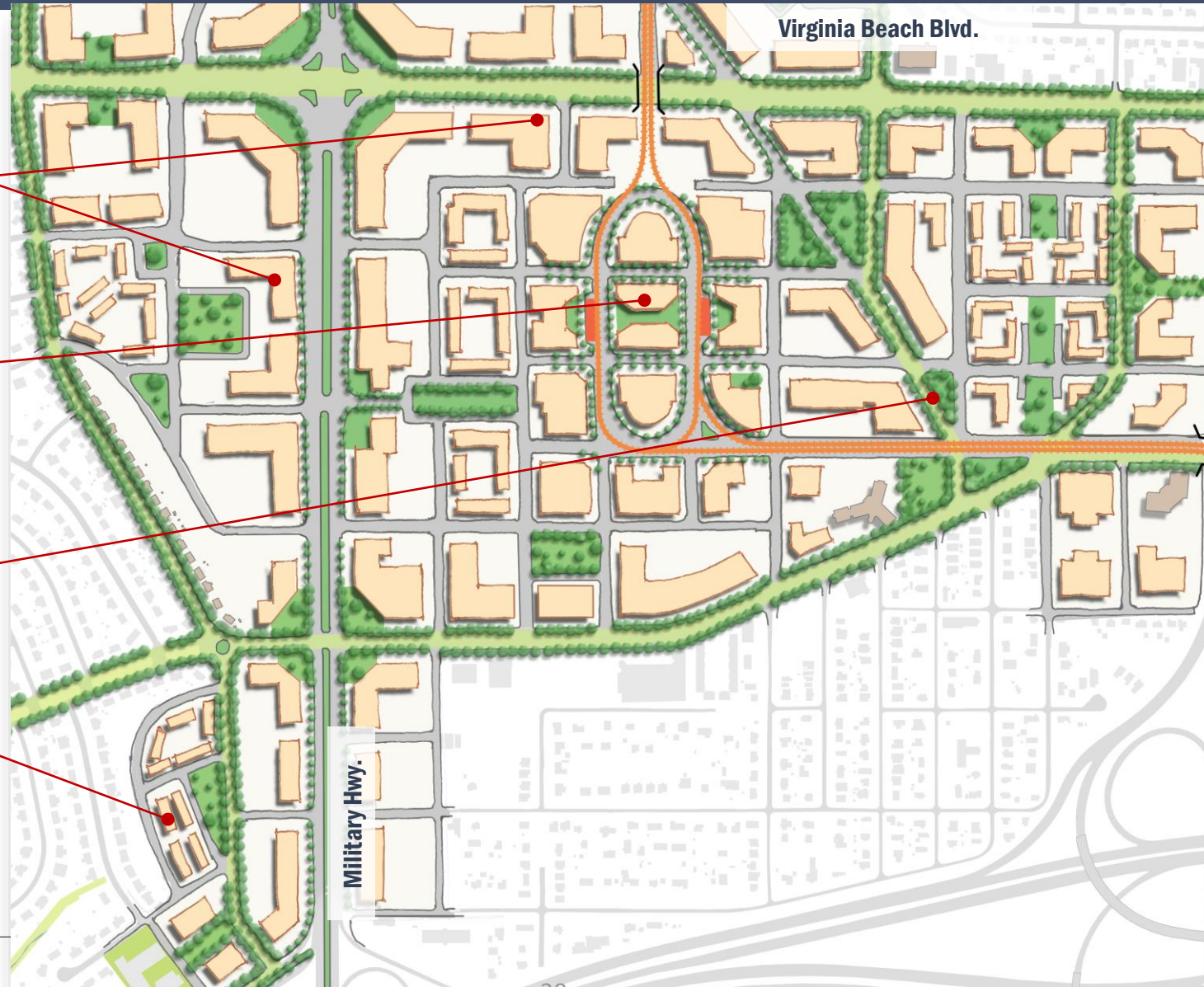


Corridor
Retail/Residential
along Highways

Dense Town Center
Office/Institutional
Redevelopment

Pocket parks &
Plazas

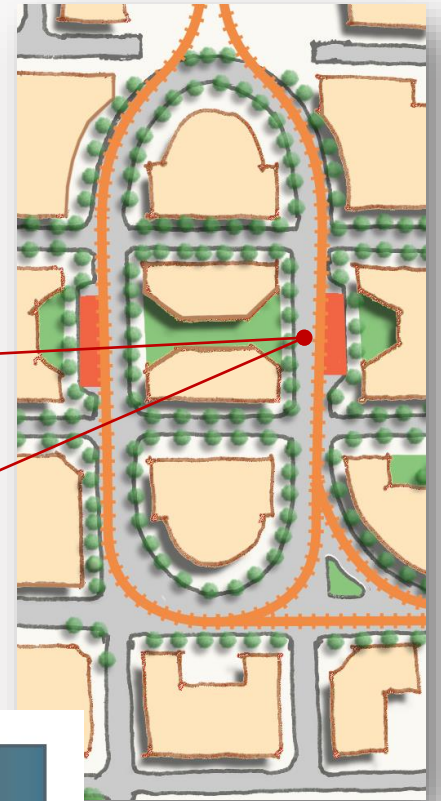
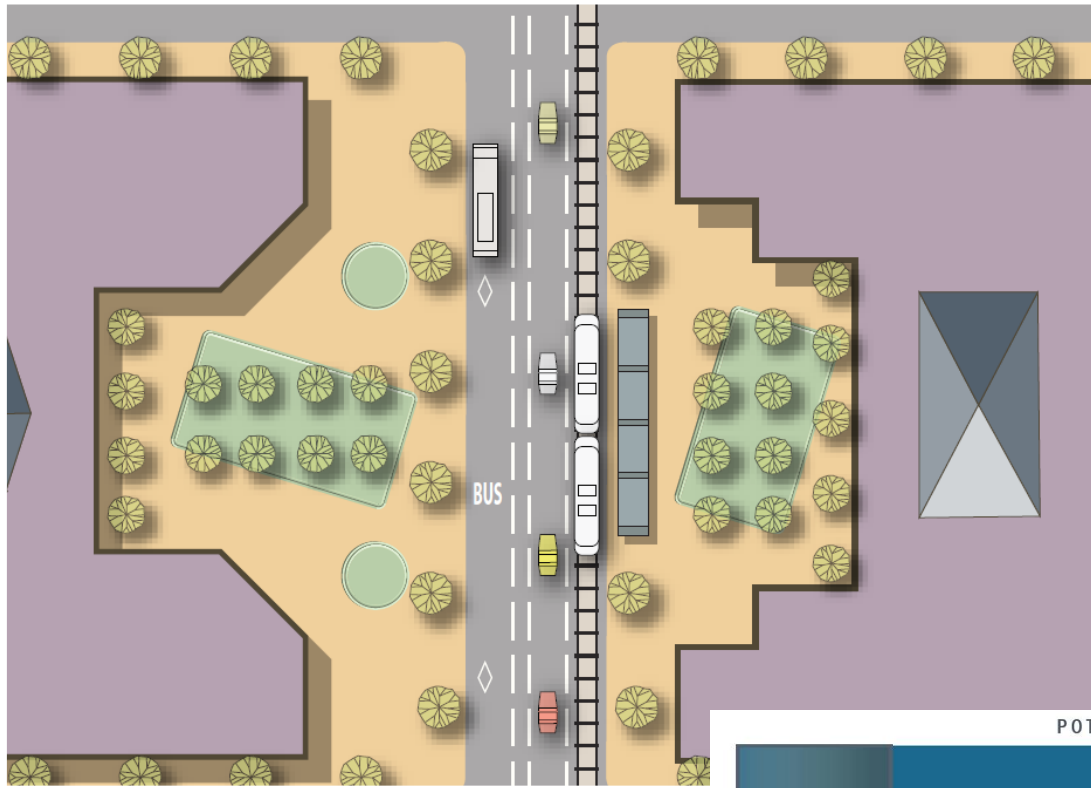
Residential Mixed
Use & Density
Neighborhoods



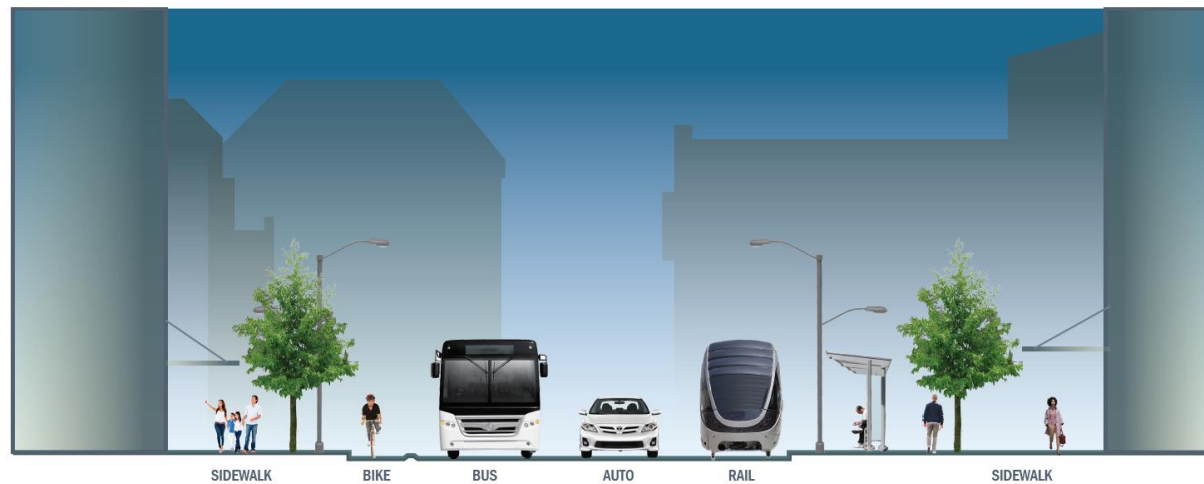
WHAT COULD THIS LOOK LIKE?



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POTENTIAL CROSS SECTION THROUGH STATION AREA



DRAFT VISION – JANAF AREA

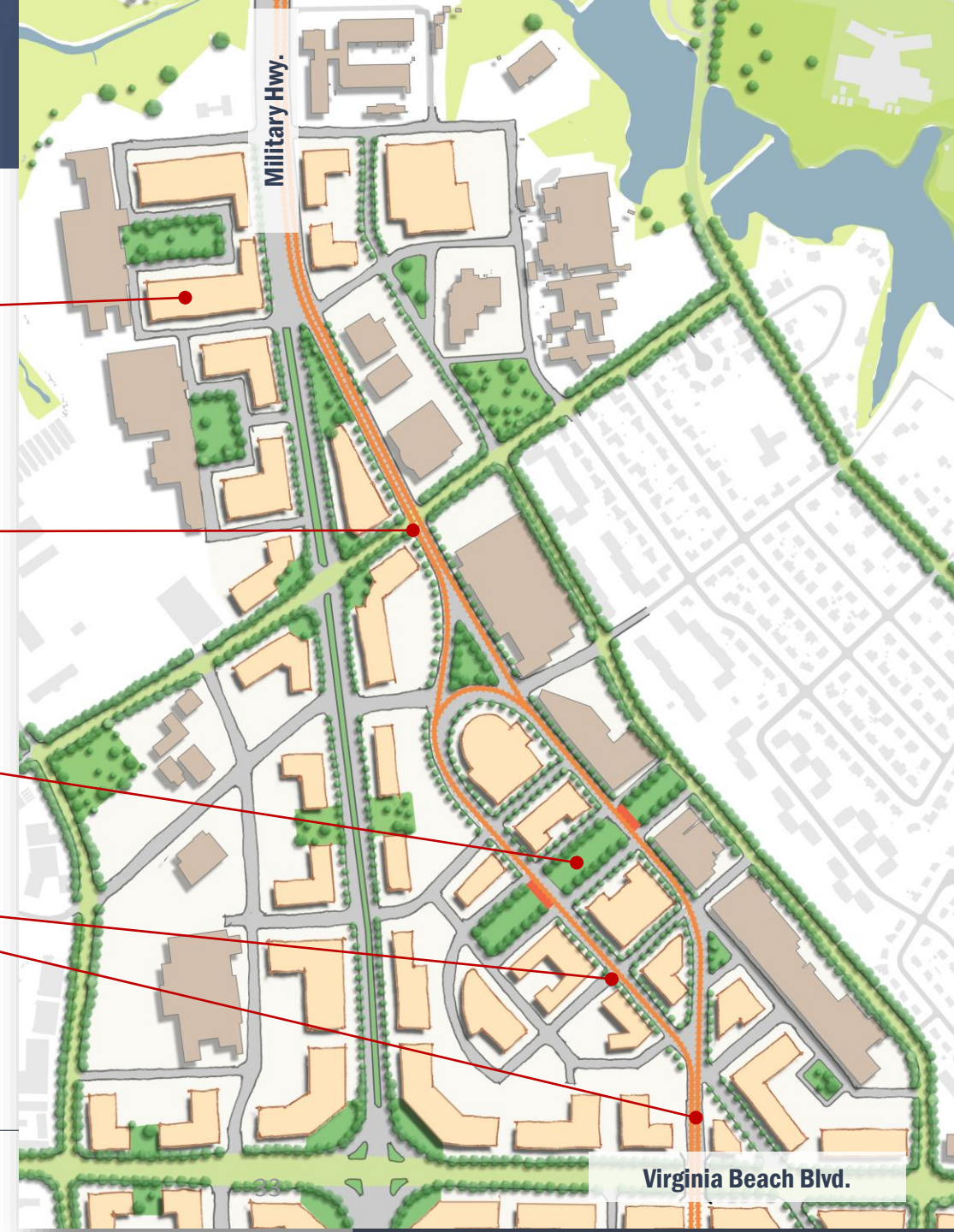
Existing Big Box retail converted to Mixed Use
“Lifestyle Centers”

Mixed Office &
Residential along new
Transit Boulevard

New Urban Center at
Station Area

Off Peak Circulator
Trains between the two
Centers

Existing Development

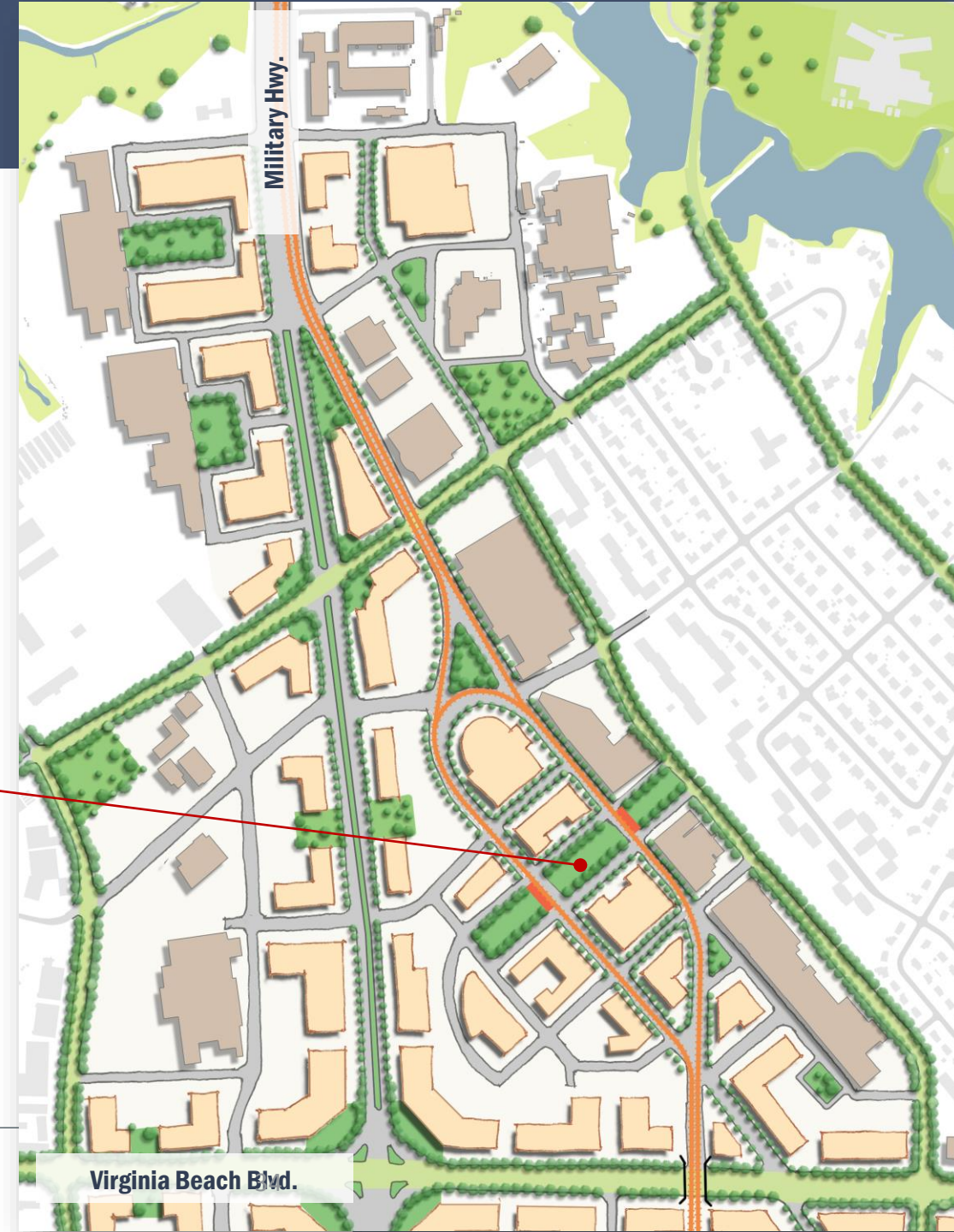


WHAT COULD THIS LOOK LIKE?

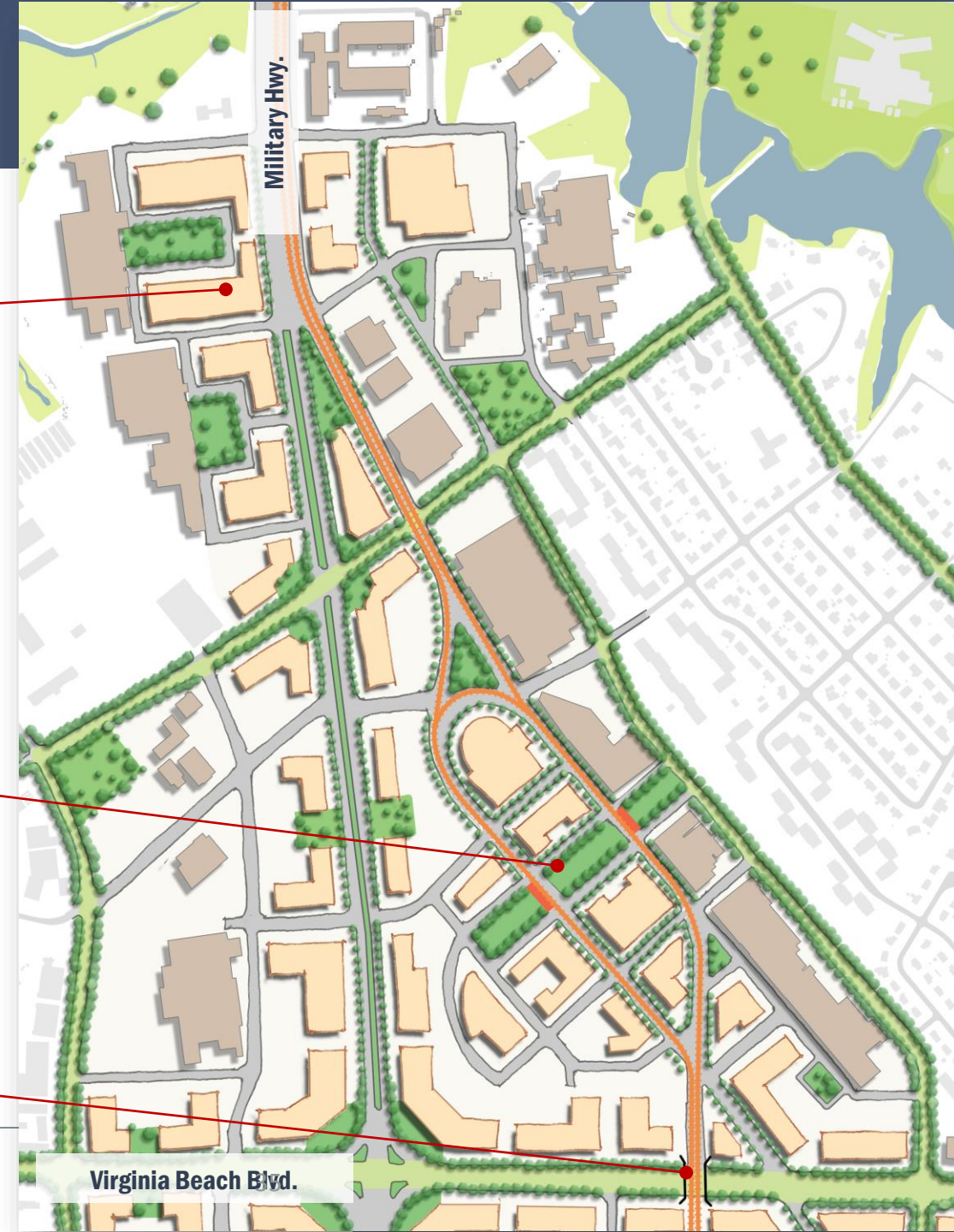
Potential for repurposed Big Box Building &
new Mixed Use Development



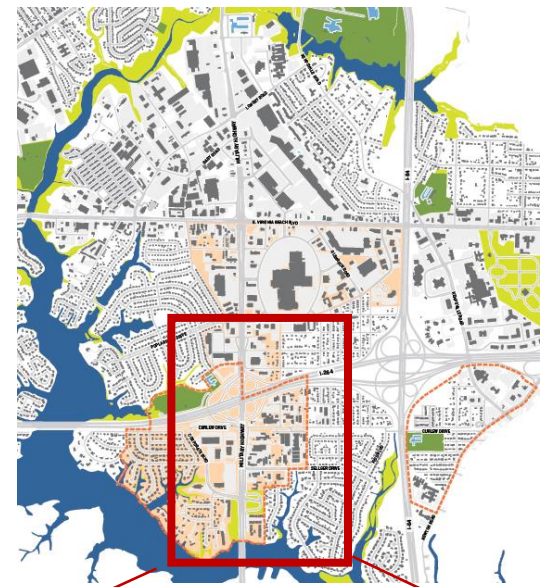
7th St. Station – Charlotte, NC



WHAT COULD THIS LOOK LIKE?



DRAFT VISION – CURLEW DRIVE AREA



Corridor
Retail/Residential
along Highways

Office/Institutional
Redevelopment

Pocket parks &
Plazas



Existing Development



Curlew Dr.

Military Hwy.

36

REMEMBER - A PHASED APPROACH

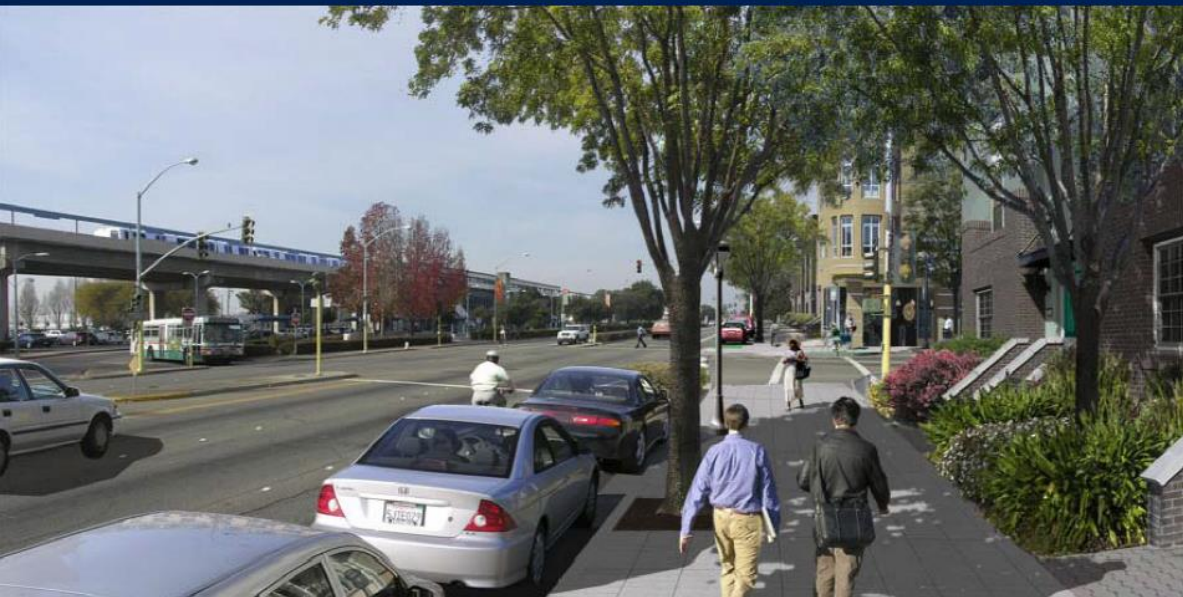
TODAY



5 YEARS



10 YEARS



20 YEARS



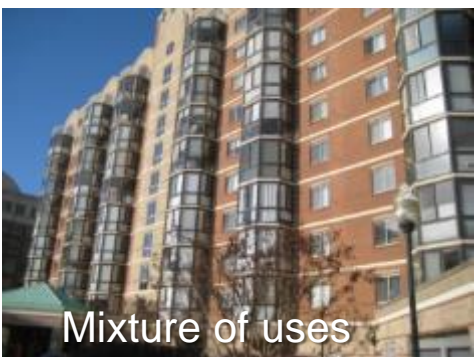
MILITARY CIRCLE AREA TOMORROW?



Amenities



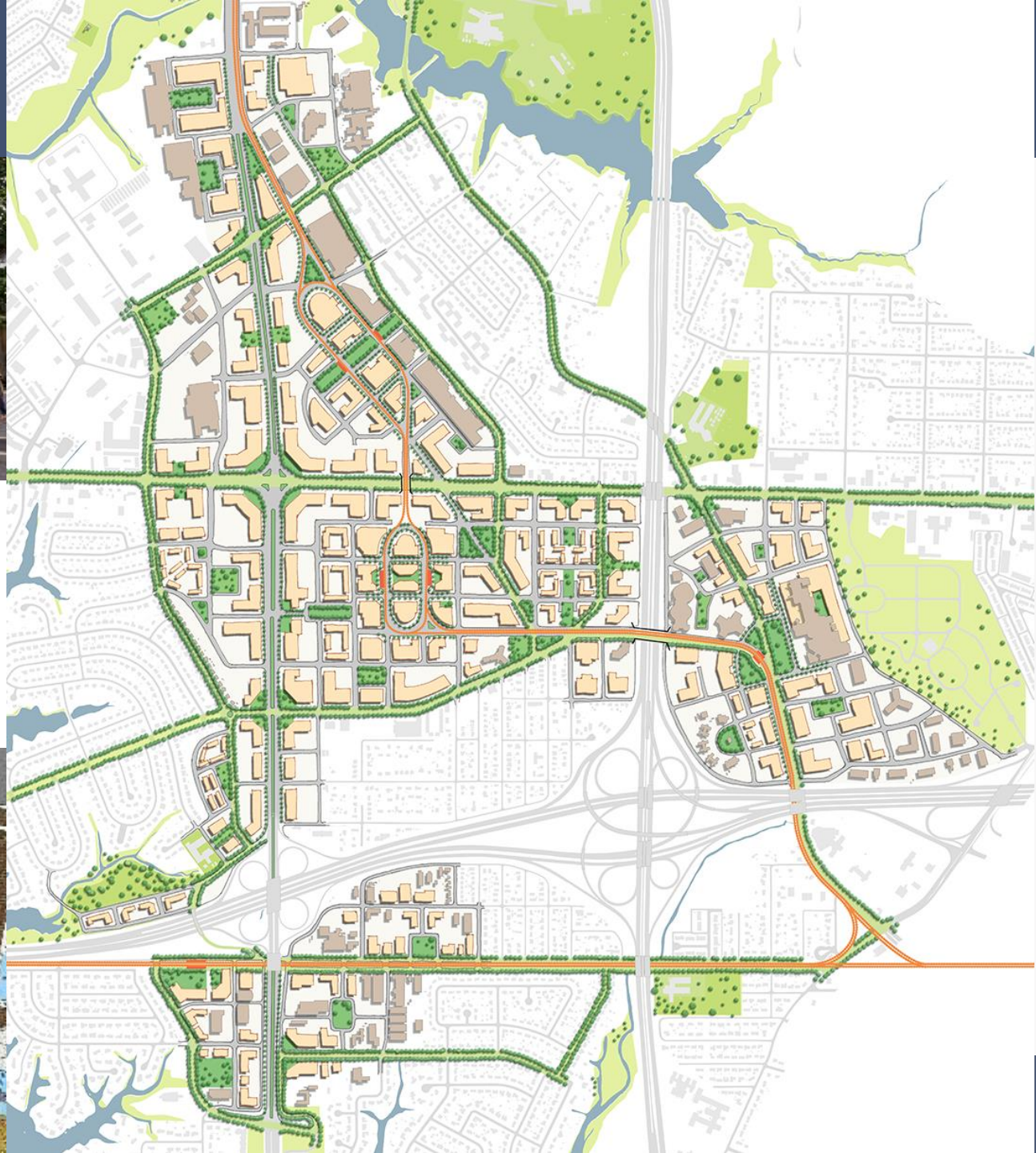
Travel options



Mixture of uses



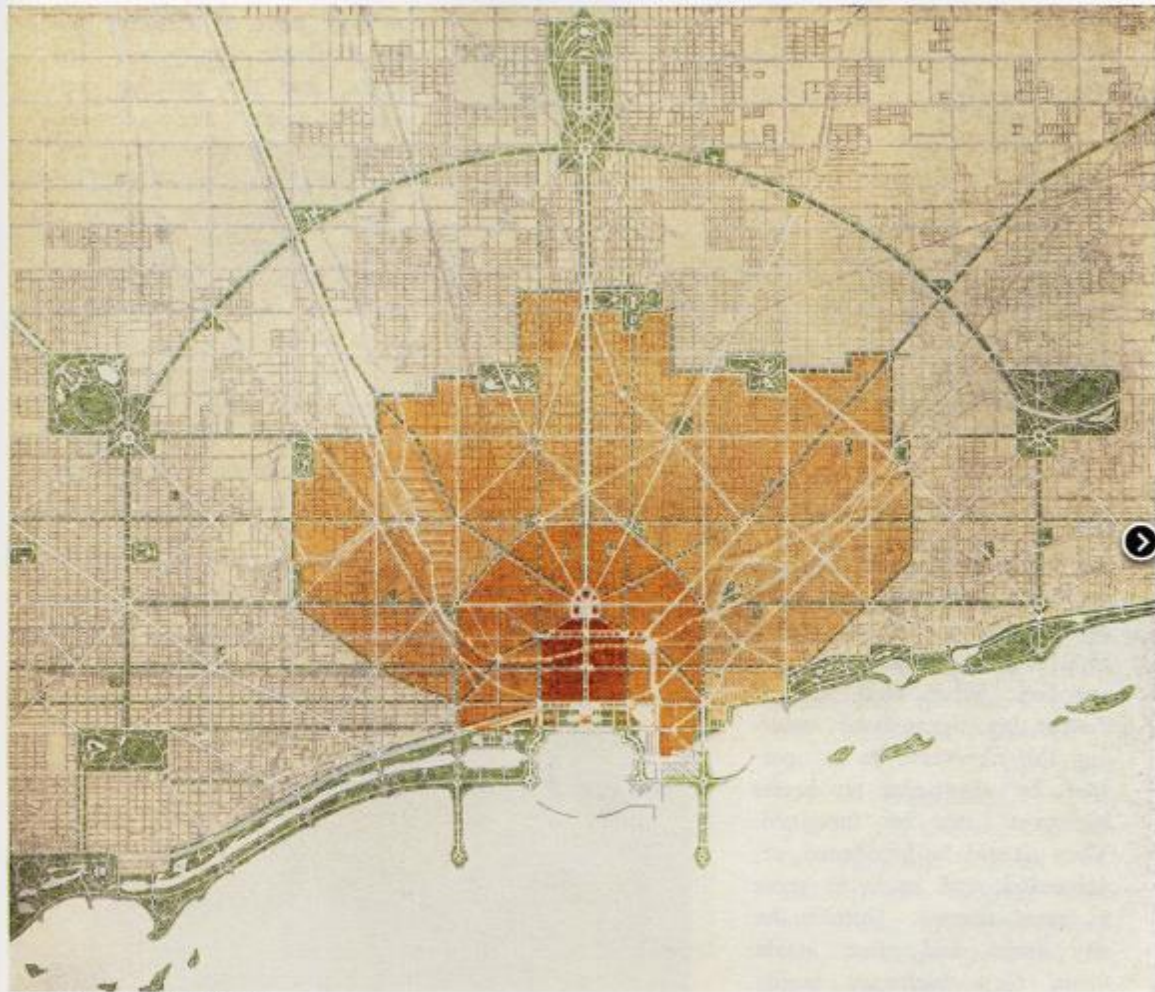
Complete streets



EXTRA SLIDES



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